

Retraction

Retracted: The Validity of Marketing Strategy of Tourist Attractions Based on Experiential Marketing

Security and Communication Networks

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This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

- (1) Discrepancies in scope
- (2) Discrepancies in the description of the research reported
- (3) Discrepancies between the availability of data and the research described
- (4) Inappropriate citations
- (5) Incoherent, meaningless and/or irrelevant content included in the article
- (6) Peer-review manipulation

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

In addition, our investigation has also shown that one or more of the following human-subject reporting requirements has not been met in this article: ethical approval by an Institutional Review Board (IRB) committee or equivalent, patient/participant consent to participate, and/or agreement to publish patient/participant details (where relevant).

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

References

- [1] M. Song, T. Niu, L. Wang, and X. Wang, "The Validity of Marketing Strategy of Tourist Attractions Based on Experiential Marketing," *Security and Communication Networks*, vol. 2022, Article ID 1825171, 10 pages, 2022.

Research Article

The Validity of Marketing Strategy of Tourist Attractions Based on Experiential Marketing

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With the development of economy, people's demand for travel is also increasing. They are no longer satisfied with the single standardized travel products of travel agencies and begin to pursue personalized. When many customers travel, the most important thing is their subjective feelings. This is also the focus of tourism enterprise research. Therefore, introducing experiential marketing into tourism and realizing experiential marketing can enhance the sense of experience of tourism, improve the economic benefits of tourism, and promote the development of tourism. This paper mainly studies the application of experiential marketing in tourism industry. In this paper, based on the tourism situation of Qingyan Ancient Town and the tourism marketing activities of other tourist attractions, combined with my own design, we developed an optimized design scheme of experiential marketing. In the process of implementation, there are still areas to be improved, and the author will continue to study and learn from the sharing of other scholars. The purpose of this paper is to study the validity of marketing strategies of tourist attractions based on experiential marketing. On the one hand, the research of this paper can enrich the theory of experience marketing; on the other hand, it can also provide reference for the reality of tourism marketing, which has theoretical and practical significance.

1. Introduction

Experiential marketing in various industries has a very wide range of application of the tourism industry itself have the features of the experience, so will experience marketing in tourism is a very perfect union, let the customer from the senses, thinking, emotion, action, and so on, experience tourism products, deepen the impression of tourism products, more can achieve spiritual enlightenment [1]. To enhance the survival value and development space of tourism products, which are also what tourism enterprises want to see, experiential marketing is very important for tourism, but the application of experiential marketing in tourism is still not very perfect, which needs further improvement [2].

Experiential marketing refers to the behavior of selling a series of products by allowing customers to participate in the

sales process and experience the functionality of the products themselves, reflecting the advantages of selling products by comparing different products. In the era of comprehensive customer experience, experiential marketing not only requires a deep and all-round understanding of users but also condenses the all-round experience and respect for users on the product level, so that users can feel respected, understood, and considerate [3].

Through the means of seeing, listening, using, and participating, experiential marketing designs a scenario in which consumers produce and complete consumption in a compound feeling state by taking advantage of consumers' senses, emotions, thinking, actions, and associations and combining with their rationality [4]. Different from the traditional view, experiential marketing changes consumers from a completely rational group to a group of rational and

emotional coexistence, and summarizes that the key point of enterprise marketing should lie in the whole process of consumer consumption experience, that is, before, during and after consumption [5]. For example, the selling value of tea is very low according to agricultural products [6]. If it is sold as a gift, the price will increase several times, but when it is sold in teahouses with services, the price will increase dozens or even hundreds of times. The work of experiential marketing is exactly to solve the transformation of tea from farmers to Gongfu tea and maximize the benefits [7].

The purpose of this paper is to study the validity of marketing strategies of tourist attractions based on experiential marketing [8].

First, the author analyzes the micromarketing environment of Qingyan Ancient Town tourism and analyzes the macroenvironment of Qingyan Ancient Town tourism by using PEST analysis method. The advantages and disadvantages of Qingyan Ancient Town tourism are carefully analyzed [9]. At the same time, using the five modules of experience marketing—sensory marketing, emotional marketing, thinking marketing, action marketing, related marketing—Qingyan Ancient Town tourism current experience marketing is analyzed and summarized. Through the questionnaire, this paper analyzes the effect of experience marketing in Qingyan Ancient Town. Finally, the author uses the experience marketing SEMs strategy to optimize the tourism experience marketing strategy of Qingyan Ancient Town [10]. Combining the theory of experiential marketing with the actual situation of Qingyan Ancient Town tourism, a series of experiential marketing activities are designed for Qingyan Ancient Town tourism [11].

On the one hand, the research of this paper can enrich the theory of experience marketing, on the other hand, it can also provide reference for the reality of tourism marketing, which has theoretical and practical significance [12].

2. State of the Art

Erik Cohen, a famous Israeli tourism sociologist and scholar of tourism sociology, put forward his own views in Chapter 3, Phenomenology of Travel Experience, the first chapter of *An Overview of Tourism Sociology*. People always desire different modes of travel experience. Travel means different things to different people. Tourist experience can be roughly divided into five different types, namely recreational, experiential, experimental, transference, and existence. The essential element of tourism is the pursuit of “novelty” and “change” [13]. These two words, though we have used them indiscriminately so far, have a slight but important difference in meaning. “Novelty” refers in principle to the novelty of seeing or experiencing it for the first time, and “change” does not necessarily mean total novelty [14].

The research on tourism experience marketing started late in China. In 1999, Professor Xie Yanjun put forward the view that the core of tourism is experience, which opened a precedent for China’s tourism experience marketing.

Tourism experience marketing refers to tourism-related enterprises, in order to meet the experience needs of tourists, relying on tourism products, to provide tourists with

sensory, emotional, action, thinking, and related experience [15].

In 2004, Wei Shihua elaborated that tourism experience products should be designed according to the differences of different senses in tourism experience [16].

In 2006, Professor Xie Yanjun wrote research on *Tourism Experience: A Phenomenological Perspective*, the process of tourism is a meaningful process with interlaced time and space. For any person whose purpose is clearly to pass through such a process in such a time and space, the process has a very complete structure [17]. The book analyzes the motivation and behavior of travel experience from the motivation of human behavior, and systematically put forward the framework, content, and method of tourism experience research [18].

In 2009, Wei Xiao’an, in his book research on the *Tourism Development of Ancient Towns and Villages in China*, elaborated that the development of ancient towns should highlight the cultural theme, and tourists’ tourism is not only for sightseeing but also for experiencing local culture [19].

In 2012, Zou Tongqian, in his book *Tourism Destination Marketing*, made an in-depth analysis and summary of typical marketing cases of domestic and foreign tourism destinations and elaborated on experiential marketing strategies, providing useful strategies for other tourism destination marketing and reference [17].

It can be seen from the research that many scholars have carried out research on experiential marketing in the tourism industry, and most scholars have analyzed the strategies of experiential marketing. Based on the above research, this paper discusses the relevant theories of experiential marketing and the strategies to apply them into reality.

3. Methodology

3.1. Overview of Experiential Marketing and Tourism Experiential Marketing

3.1.1. Experience Marketing. Generally speaking, experiential marketing refers to a special atmosphere created by the enterprise unit, through the design of a series of related activities, so that customers participate in the role play, get unforgettable memories [20]. By providing customers with experience and satisfaction, the company can realize its own value and gain profits. The main goal of experiential marketing is to create an impressive experience for the customer. Marketing is mainly redefined and designed from the perspective of customers through their senses, thinking, action, emotion, association, and other aspects.

Experiential marketing considers the consumption of customers, that is, the experience of customers in the process of consumption. Customer experience comes from a certain experience of the feeling, the heart and the thought of the touch, it links the enterprise, brand and the customer’s way of life, gives customers individual actions and purchase time more extensive psychological feelings and social significance.

Experiential marketers not only consider the functions and characteristics of product, but also consider the needs of customers and the personal experience they get from the experience of consuming products and services. Considering how the customer feels about the entire lifestyle associated with the product is what the experience marketer really cares about.

3.1.2. Tourism Experience Marketing. In the tourism industry, the consumer demand has risen from the original tourism products to the pursuit of experience. Therefore, tourism experience marketing refers to the combination of tourism products, tourism enterprises to provide high-quality experience activities to meet the experience needs of customers.

For the development of tourism enterprises, they should actively discover the consumption needs of tourists and guide them, instead of passively waiting for tourists to have demands and then develop. Experience marketing is of great significance to the development and promotion of tourism enterprises, but it is also difficult, which is both an opportunity and a challenge. If tourism enterprises cannot adapt to the changes of marketing rules and meet the consumption demands of tourists under the development of society, they will eventually fail to survive for a long time. Therefore, tourism enterprises should integrate the concept of experience marketing into their guiding ideology, develop experience activities and products in an all-round way, and improve their core competitiveness, as seen in Figure 1.

3.2. Experience Marketing in the Application of Tourism Advantages

3.2.1. Enrich the Theory of Tourism Marketing. At present, most tourism marketing is still marketing in other industries methods and theories to avoid blind imitation in many places that are inflexible and flexible, so the development of the tourism industry is very slow, and therefore, the experiential marketing in tourism just inspired tourists demand for tourism process experience, complying with the new situation of tourism development, making the tourism enterprise own marketing theory to enrich.

3.2.2. To Meet the Experience Needs of Customers. The service of tourism is to let customers experience, and experiential marketing is to design a series of activities to deepen the experience, so that tourists get more impressive precious memories, deeply touched the spiritual needs of tourists.

3.2.3. Promoting Healthy Competition in Tourism. Feeling is not able to imitate the experience, and it belongs to the spiritual level of intangible products. Even looking at the same experience from the surface, different locations, different time, different climate, different characters, feeling is completely different to the tourists, so if you want to improve the competitiveness of tourism enterprises, cannot blindly imitate the experience form. Instead, they should

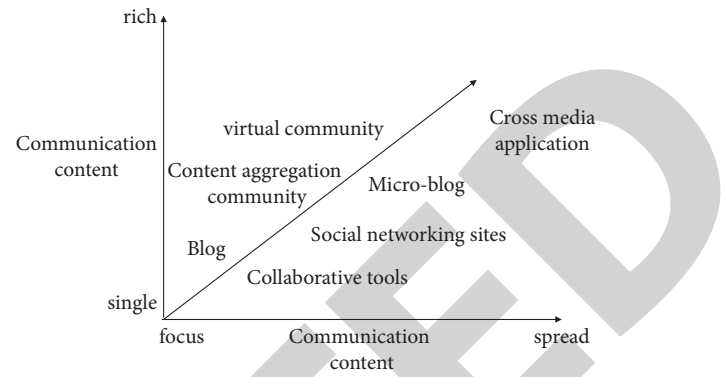


FIGURE 1: Influence relationship of tourism enterprises.

develop their own unique experience activities with their own tourism products and equipment to create a sense of experience that others cannot imitate. Therefore, tourism enterprises carry out healthy competition because of experience marketing and expand the development space of tourism enterprises.

3.2.4. Enhance the Development Potential of Tourism Enterprises. The application of experience marketing requires a lot of professional design, including the use of modern technology for data collection, data processing, and data analysis, including aesthetics, communication, advertising, and other fields. More importantly, for the study of tourists' consumption psychological activities and behavior, a deeper research in these fields is needed, the more the potential for experiential marketing can be improved.

3.3. Tourism Experience Marketing Model. The most notable feature in destination marketing with new media is that the direct influence of national and local tourism organizations on tourists from source countries and other regions of the country has been greatly strengthened and occupies an important position. Figure 2 shows the main marketing of tourism destinations in the context of new media.

3.3.1. Entertainment Marketing. Entertainment marketing means that tourism enterprises should attract tourists skillfully by creating entertainment experience and urge tourists to purchase tourism products for experience. During each tour, tourists expect to have a pleasant and unforgettable memory, rather than simply taking photos to see the scenery, getting on the bus to sleep, and getting off to see the temple, so entertainment marketing is very important in the tourism industry.

For example, forest parks in some cities are popular places for people to travel for leisure not only because of convenient transportation and preferential ticket prices but also because of the entertainment items in forest parks, such as self-service barbecue, human CS, boating, and so on. Such entertainment projects are no longer the marketing idea of simply looking at the scenery, but to let tourists blend into the nature and pursue pleasant experience, so as to relieve work pressure.

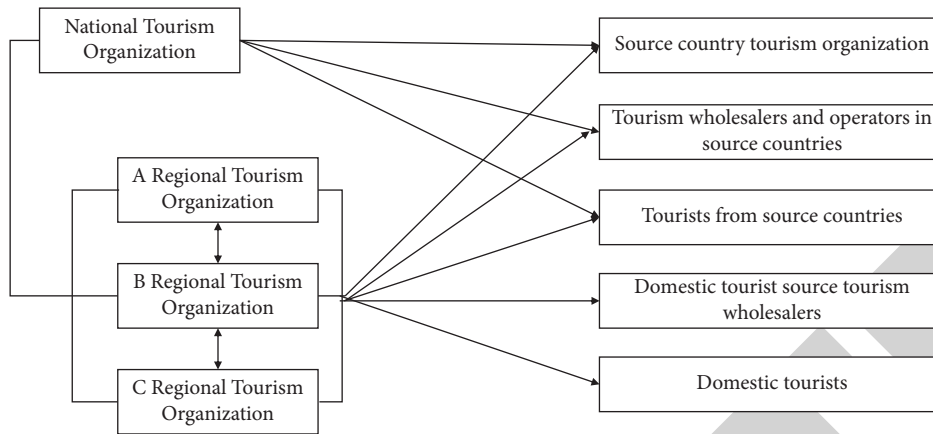


FIGURE 2: The main model of tourism destination marketing under the background of new media.

3.3.2. Aesthetic Marketing. Aesthetic marketing mainly refers to the use of beautiful elements such as color, music, pattern, and shape by tourism enterprises, as well as beautiful styles such as conciseness, luxuriousness, elegance and fashion, and the theme of beauty to strengthen the visual stimulation of tourists, cater to the aesthetic taste of tourists, and stimulate tourists to buy. Tourism products based on natural resources that are prominent in aesthetic marketing are used to design themes with individual styles through a series of external designs, so that tourists can obtain very good aesthetic experience.

3.3.3. Emotional Marketing. Emotional marketing is a very humanized marketing. It carefully observes and feels the feelings and emotions of tourists, arouses the emotional resonance of tourists through a series of experiences, and then stimulates the purchasing power of tourists. Emotional marketing can be designed from happiness, sorrow, and joy to love, hate, and hatred. For example, some revolutionary martyrs' graveyards and places where revolutionary great men once lived belong to the tourism industry of emotional marketing. People can feel the hardships experienced by revolutionary martyrs by traveling to these places.

3.3.4. Lifestyle Marketing. Lifestyle marketing is mainly based on the lifestyle desired by tourists, and a series of tourism experience activities are designed to stimulate tourists to buy. For example, in recent years, the very popular rural tourism is a very typical lifestyle marketing, which can not only enjoy the food but also feel the simple lifestyle of farmers.

3.3.5. Atmosphere Marketing. Atmosphere marketing is mainly in some specific places and environments, through the style positioning of tourism products, to create a pleasant, nostalgic, or other atmosphere to achieve the purpose of marketing through the specific atmosphere to make tourists linger. For example, museums in some cities often have unique historical relics of the city. With different

styles and interpretation by commentators, they unconsciously blend into such an atmosphere.

3.4. Five Elements of the SEMs Module

3.4.1. Sensory Marketing. The appeal goal of sensory marketing is to create the feeling of perceptual experience. It conveys information through vision, hearing, touch, taste, and smell, and tries to establish the unique image of the enterprise brand by leaving profound sensory experience to customers so as to encourage them to buy. Starbucks is a good example of sensory marketing. Wherever you are in a Starbucks, you experience a new way of life through your senses. From its living-room decor to its carefully chosen decorations and light fixtures, the sizzle of coffee, the snapping of the ground as it is brewed from the filter and the rustle of coffee beans as they are scooped out with a metal spoon, are familiar and comfortable sounds that evoke a "Starbucks feel."

3.4.2. Feel Marketing. Emotional marketing appeals to customers' internal feelings and emotions. The goal is to create emotional experience, which can range from a mild and tender positive mood to joy, pride, or even intense excitement. The operation of perception marketing requires a true understanding of the stimuli that trigger certain emotions and enable consumers to naturally become infected and integrated into the situation, as seen in Figure 2. Singapore Airlines has created a new take-off experience with the theme of bringing happiness to passengers. The company sets strict standards for how stewardesses smile and produces happiness manuals that dictate what kind of music and situations to "create" happiness. By providing excellent customer service, Singapore Airlines has become one of the top ten airlines and the most profitable airline in the world.

3.4.3. Think about Marketing. Thinking about marketing appeals is that intelligence arouses customers' surprise and interest in creative ways and creates cognitive and problem-

solving experiences for customers by concentrating or dispersing thoughts on problems. The thinking activity scheme is widely used for high-tech products. The apple computer sold 10,000 units in six weeks and was named product of the year by *Business Week*. The success of The Company is largely due to a thinking marketing program. Using “Think differently” as the slogan and combining “creative geniuses” from many different fields, the project has been featured in print ads on billboards, wall ads and buses. While the AD encouraged consumers to think about what made Apple different, it also encouraged them to think about what made them different and what made them entrepreneurial geniuses by using Apple.

3.4.4. Action Marketing. The goal of action marketing is to influence the physical experience, lifestyle, and activities of the body. Action marketing enriched customers’ lives by adding to their physical experience by pointing out alternative ways of doing things, lifestyle expectations, and interactions. While the change of customers’ lifestyle is inspired or spontaneous and may also be caused by the role of idols such as movies, videos, singers, or famous athletes. Such was the case with the promotion of drinking milk in the United States in the 1990s. The advertising agency used a large number of famous people—including supermodels, actors and actresses, and sports stars—all sporting “milk beards.” Each AD thus subtly Bridges the gap between celebrity and the benefits of milk. The celebrities involved in the campaign have designed different sectors of society to target different consumer groups with a new way of life and inspire people to act for change.

3.4.5. Relationship Marketing. As shown in Figure 2, relationship marketing includes sensory, feeling, thinking, and action marketing. Relationship marketing goes beyond personal feelings, personality, and individuality plus “personal experience” and is associated with an individual’s ideal self, others, or culture. The appeal of connected marketing is that individuals who are related to self-improvement, such as those who want to be their “ideal self” in the future, desire to be liked by others. To associate with a broader social network, a subculture, a group, etc., to establish personal preference for a brand and to allow people who use the brand to form a group. Harley is an outstanding relationship marketing brand. Harley is a lifestyle from the bikes themselves, Harley-related merchandise, to Harley tattoos on enthusiasts’ bodies consumers see Harley as part of their own identity.

3.5. Establishment of BP Neural Network Model of Marketing Strategy Combination. The marketing strategy combination of “4Ps” proposed by Eugene J. McCarthy, are namely: (1) product; (2) price; (3) sales channel (place); (4) promotion (promotion). Philip Kotler (Philip Kotler) added two “Ps” on the basis of “4Ps,” namely political power and public relations to determine the market influencing factors, using the function expressed as follows:

$$S_{ij} = \varphi(P_{ij}^1, P_{ij}^2, P_{ij}^3, P_{ij}^4, P_{ij}^5, P_{ij}^6). \quad (1)$$

Choice of excitation function. The excitation function is used to perform functional operation on the summation results of neurons in each layer to obtain the output of each neuron, which is the second process of neuron signal processing. For a multilayer neural network, the division of the region by the sigmoid function (i.e.) is completed by a region composed of a nonlinear hyperplane, which is a relatively soft and smooth arbitrary interface, so its classification is more accurate and reasonable than linear division. This kind of network has better fault tolerance. Another important feature is that it is continuously differentiable, which can be calculated strictly by using the gradient method, and its weight learning analytical formula is very clear. Therefore, this paper chooses the sigmoid function, as shown in Figure 3.

The operation of the network. For a neural network with L layers, record the output of any node i as Q_i , for the input of the p -th node of the input layer, the output of the i -th node of the $l-1$ th layer is $O_{ip}^{(l-1)}$, then j is the node of the layer, and l -th is the input to the node:

$$\text{net}_{ij}^{(l)} = \sum_{i=1}^{n_{l-1}} W_{ij}^{(l)} gO_{ip}^{(l-1)}, \quad (2)$$

where $W_{ij}^{(l)}$ is the connection weight from the i -th node in the $l-1$ layer to the j -th node in the l -th layer. The output of the j -th node in the l -th layer is

$$O_{ip} = f^{(l)}(\text{net}_{ij}^{(l)}). \quad (3)$$

About the Error Energy Function. The error energy function of the BP network is

$$E_p = \sum_{i=1}^n \phi(e_{i,p}) = \frac{1}{2} \sum_{i=1}^m (y_{i,p} - y_{i,p})^2. \quad (4)$$

Normalize the data to be between 0 and 1 and determine the expected output value. Calculate the actual output value of the neural network layer by layer where x_{\min} , x_{\max} is the maximum and minimum values of the calculated output data, respectively, and is the calculated output value. Calculate the actual output value of the neural network layer by layer.

$$y_j = f \left[\sum_{i=1}^n w_{ij} x_i - \theta_j \right], \quad (5)$$

$$z_k = f \left[\sum_{i=1}^n w_{ik} x_i - \theta_k \right].$$

Starting from the output layer, the weights are adjusted in reverse, and the formula consensus is as follows:

$$W_{jk+1} = W_{jk} + \eta \delta_k V_j, \quad (6)$$

$$W_{ij+1} = W_{ij} + \eta \delta_j V_i,$$

where

$$\delta_k = (Z_k - Z_k) Z_k (1 - Z_k), \quad (7)$$

$$\delta_j = y_j (1 - y_j) \sum_{k=0}^{L-1} \delta_k W_{jk}.$$

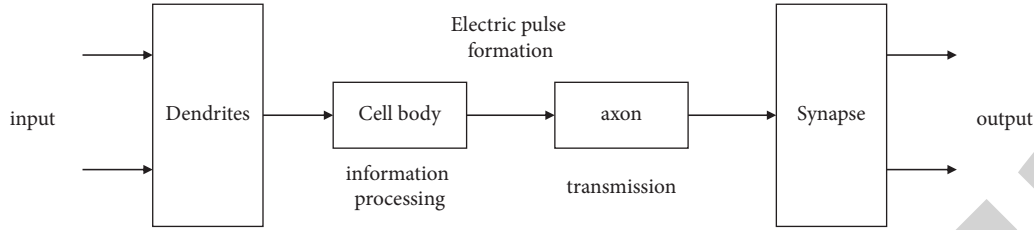


FIGURE 3: Single neuron structure model.

Calculate the total error E , if $E \leq \epsilon$, then the learning stops, otherwise, recalculate. In the actual design of the network, if the step size is small, the learning speed will be slow, and if the step size η is too large, the network will oscillate. To solve this problem, a momentum α ($0 < \alpha < 1$) can be added, namely,

$$\begin{aligned} w_{ij+1} &= w_{jk} + \eta \delta_k y_j + \alpha \Delta W_{jk}, \\ w_{ij+1} &= w_{ij} + \eta \delta_j y_i + \alpha \Delta W_{ij}. \end{aligned} \quad (8)$$

The BP algorithm process is an iterative algorithm process, and w is adjusted in each round, and so on, until the error meets the requirements, such a good network has been successfully trained, and the comparison between the simulation results and the actual results is shown in the table. As can be seen from Table 1, the maximum error is only 0.353%, and the accuracy of the simulation is high.

4. Result Analysis and Discussion

Qingyan Ancient Town, located in Huaxi District, Guiyang, was built in 1378, the tenth year of Hongwu of Ming Dynasty, as a military fortress at that time. Qingyan Ancient Town is also one of the four major ancient towns in Guizhou Province (Zhenyuan, Qingyan, Bing'an, and Longli). It has a long history and diverse cultures, and its unique cultural deposits attract a large number of tourists from home and abroad every year.

4.1. Tourism Environment Analysis of Qingyan Ancient Town. In recent years, with the blowout development of Guizhou's tourism market, Guiyang's tourism market has been growing year by year, which provides a good foundation for the development of the tourist source market of the ancient town. In 2013, the tourist volume of ancient town has exceeded 3.5 million person-times. The number of domestic tourists in Qingyan Ancient Town has been rising rapidly since 2008. The number of foreign tourists is small, only 12,000 in 2006, although the base is small, but the annual growth is very large.

Better regional conditions: traffic travel decisions that the people make influence tourism resources conditions. One of the Qingyan Ancient Town is located conveniently about 18 km away from the railway station, about 40 minutes from Longdong fort airport, provincial highway can be reached easily with high speed, with good location conditions for tourism passenger flow transformation and provides convenient conditions for growth. In recent years,

TABLE 1: Comparison of simulated value and actual value of customer loyalty.

Product number	Actual value	Analog value	Error
1	0.26	0.3601	0.311
2	0.17	0.1899	0.049
3	0.07	0.6898	0.133
4	0.09	0.0915	0.084
5	0.08	0.0890	0.120
6	0.04	0.0514	0.068
7	0.07	0.0923	0.166
8	0.05	0.0603	0.353
9	0.11	0.1258	0.231
10	0.06	0.0800	0.067

Guiyang's transportation infrastructure has developed rapidly, including the rapid construction of urban link roads such as ring-city Expressway and Huaxi Second Road, which have all been put into normal use. Meanwhile, with the rapid economic growth, Guiyang citizens' consumption ability has been greatly enhanced, and their demand and investment in entertainment and leisure and other spiritual consumption areas have been greatly increased. The public is more enthusiastic about short-term popular tourism consumption such as traveling around and driving and presents a diversified and popular development trend.

Rich tourism resources: Qingyan Ancient Town has profound cultural deposits, rich folk customs, and simple architectural style, which is enough to show its advantages in cultural hardware resources. Meanwhile, the diversified cultural integration brought by different historical stages shapes its unique exploration charm. Along the transportation line, the Confucius School, Huaxi Wetland Park, Huaxi Park, and other landscapes are matched with natural tourism product routes.

The scenic spot is well known: The tourism culture of Qingyan Ancient Town is the core attraction of the current tourist group, and the annual tourist reception is nearly 4 million, which has won a good reputation for the ancient town.

Civilian consumption: Qingyan Ancient Town and its surrounding consumption items such as eating, living, traveling, shopping, and entertainment are close to the level of popular consumption. Authentic food, special snacks, ethnic handicrafts, and other distinctive features and low cost of consumption have a great attraction for individual customers and low-cost consumption teams. At the same time, the ethnic customs, diversified integration of the inside information encourages tourists to explore the ancient town origin and cultural charm.

TABLE 2: Main categories and their connotations.

Main category	Connotation	Example
D1 Travel motivation	Tourists are influenced by the image of the scenic spot and the publicity of the scenic spot and have travel ideas	Scenic publicity, scenic spot image
D2 Preparation	Did not get a better experience, all preparations before the trip	Play route, strategy equipment
D3 Core content experience	The experience brought by the main contents such as natural scenery and ecological environment in the scenic spot	Natural scenery, Ecological environment
D4 Auxiliary content experience	Experience brought by auxiliary management services such as supporting facilities	Supporting facilities, sanitation
D5 Posttour evaluation	A comprehensive evaluation of the physical and mental changes of tourists after their travel	Appropriate groups, differences in expectations

4.2. *Qingyan Ancient Town Tourism Experience Marketing Status.* Since its inception, Qingyan Ancient Town—after the Ming and Qing dynasties in 533 CE, 38 years of the Republic of China, the fighting continued till 571 CE—is a typical military town, has a significant military history culture, and the “red,” but the cultural products of mining and development are not so good, many tourists came to propylite, only know that it is an ancient Qingyan Ancient Town. I do not know that the ancient town once had extremely important military strategic significance, and I know little about the precious history and culture left to Qingyan during hundreds of years of vicissitudes. In recent years, the city wall of Qingyan Ancient Town has been renovated. The city wall looks more spectacular, has more military guards, and creates a deeper sense of military fortress. However, its connotation construction and cultural display fail to arouse the emotional resonance of tourists.

The logical relationship between categories is formed according to the connotation of the category and the internal relationship of the category, so as to establish the main category. By sorting out the 36 categories, a total of five travel motivation, travel preparation, core content experience, auxiliary content experience, and posttour evaluation are formed. Main categories are as shown in Table 2.

Sensory experience is the signal source for people to produce memory, and it is also the biggest entry point for the design of tourism products and tourist routes. Olfactory experience strategy: In the characteristic cultural exhibition activities of Qingyan Ancient Town, the activity or product that can best reflect the memory of fragrance is probably “Rose sugar production demonstration.” Visitors can not only observe the production process of delicious rose sugar but also smell the fragrance of rose sugar, which makes people immersed in the aroma of rose sugar and linger on. In Qingyan Ancient Town, there are many similar characteristic snacks to retain memories with fragrance, but these practical products are relatively single in category, lack process experience or interaction links, unable to rise from the olfactory experience to the level of cultural cognition, and the characteristic connotation cannot be interpreted.

Film and TELEVISION cultural experience: Qingyan Ancient Town has shot VR film with cultural tourism theme. The film is based on a folk tale called “Zhuangyuan hoofs.” During the Qing Dynasty, Zhao Yijiong, a student in Guizhou province, often reviewed his lessons late into the night in order to succeed in the exams. His family often

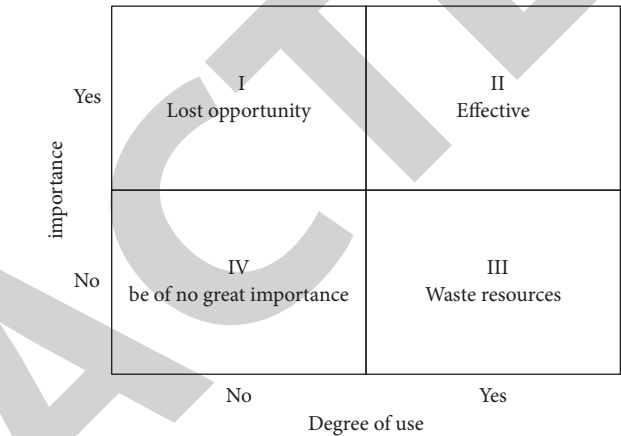


FIGURE 4: Evaluation matrix of new media marketing effects implemented in tourist destinations.

prepared pig’s feet for him to eat in order that he could have sufficient physical strength and a healthy body during the review period. Zhao Yijiong won gold list title, and there is a number of hooves this said. This film is not only full of positive energy but also full of fun. At the same time, while enjoying this VR film, audiences can enjoy and experience the intoxicating all-round beauty of Qingyan Ancient Town through VR technology.

Related experience marketing aims to enrich tourists’ travel experience and enhance their cognition by direct or indirect means, so as to stimulate participation and tourism consumption. For example, the Qingyan Ancient Town tourism VR panoramic experience has been widely spread in the mobile friend circle of Guizhou people. Tourists can see the panoramic view of Qingyan Ancient Town on Wechat, which is also a way of communication and promotion. The VR panorama experience of Qingyan Ancient Town was held at the North Square of Qingyan Ancient Town. VR has been largely applied to tourism industry in recent years; in the past, tourists before going to the scenic area, the scenic spot of relevant data, see the pictures of the scenic area, get a rough understanding about situation of scenic spot, and by VR panoramic experience not only can visitors from multi-azimuth appreciate the beauty of the ancient town, it can also give visitors a reasonable view. Avoid tourists to Qingyan Ancient Town scenic area due to carelessness or time to miss some of the attractions worth playing.

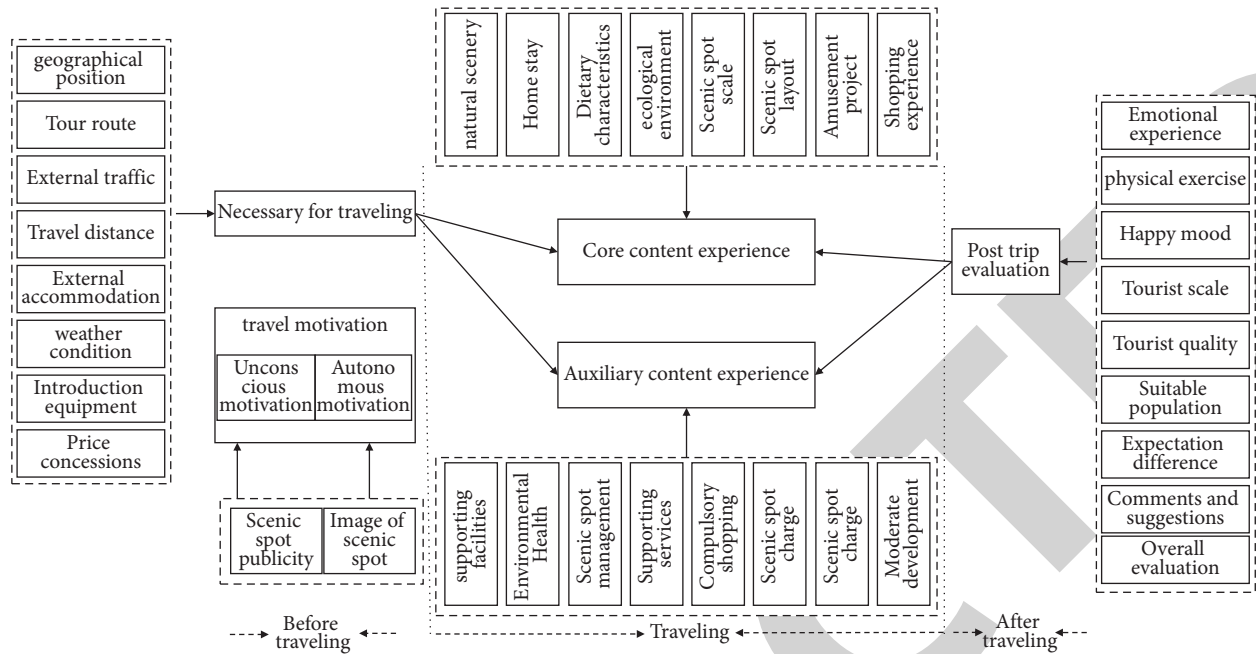


FIGURE 5: Conceptual model of influencing factors of tourist satisfaction.

4.3. Qingyan Ancient Town Tourism Experience Marketing Effect. The tourism marketing effect of Qingyan Ancient Town is analyzed from the perspective of tourism flow, as shown in Figure 4. From 2008, it received just over 1 million tourists a year, to 2014, it received more than 4 million tourists a year, the number of tourists increased nearly four times. Qingyan Ancient Town tourism marketing has achieved gratifying results in attracting tourists. The author investigated and analyzed the tourists' experience satisfaction in Qingyan Ancient Town. In order to ensure the authenticity and scientific nature of the questionnaire sample survey, the survey method of this paper is questionnaire survey of tourists on-site, and real data have been obtained. This survey conducted questionnaire survey for tourists on-site, and 200 questionnaires were collected, 188 were valid ones. The evaluation matrix of the implementation of new media marketing in tourist destinations is shown in Figure 4.

Due to the limited number of questionnaires, in order to ensure the representativeness of the questionnaire sample, 100 men and 100 women were surveyed in the questionnaire survey, and the valid number of people was 94 men and 93 women. In the survey sample, tourists between 20 and 30 years old account for the largest proportion, and the design of experience marketing strategy can take more consideration of the needs of tourists in this age group. In the sample, the educational level of tourists mainly focuses on junior college and bachelor's degree, and this group will have a relatively high demand for cultural experience. The expected stay time of the sample tourists in Qingyan Ancient Town is concentrated in half a day and one day, indicating that the ratio of tourists staying in Qingyan Ancient Town is small, which will restrict the development of accommodation in Qingyan Ancient Town. Therefore, it is necessary to consider how to keep tourists in the ancient town for a longer time.

It can be seen from the table that the mean values of most variables are low, indicating that the user experience of passengers is not good and should be further improved. The experience project of tourism experience marketing is lack of long-term: The tourism experience project of Qingyan Ancient Town is only available during festivals and will be canceled at ordinary times. Such arrangement, of course, has the consideration of its operating capital, but adverse to its long-term development. First, during the festival or statutory holidays, there are many tourists. The experiential tourism project specially developed for the festival, if not repeated attempts and adjustments, may cause adverse effects in the festival. For example, when Zhao Zhuangyuan returned to his hometown, he occasionally encountered many tourists blocking the main street. The interaction with tourists is only for tourists to take photos, and tourists cannot deeply experience the scene of Zhuangyuan returning home. Second, the short-term nature of experience marketing projects determines that these experience projects cannot really be combined with the tourism culture of Qingyan Ancient Town. Without these experiential projects that can be deeply integrated into Qingyan Ancient Town, designers will certainly not consider more far-reaching and explore the culture of scenic spots in Qingyan Ancient Town more deeply when designing. Third, short-term experiential projects can only be experienced by some tourists, while the vast majority of tourists have not experienced the information conveyed by the tourism design of the ancient town to tourists after coming to Qingyan.

Figure 5 shows the influencing factors of tourist satisfaction. Specific suggestions are as follows: Change the passenger experience project into a long-term project to avoid the excessive number of tourists during the peak period, which will affect the passenger experience. Second, experience programs should be combined with local cultural

TABLE 3: Comparison table of enterprise marketing portfolio strategy changes and market share.

Enterprise marketing mix strategy	Marketing mix factors and market share			
	Quality	Price	Sales system	Market share
Current status of company	8.5	8.5	8.5	7.91
Improve product quality	9	8.5	8.5	8.1024
Lower product prices	8.5	9	8.5	8.6364
Improve the sales system	8.5	8.5	9	8.9076
Lower prices and improve quality	9	9	8.5	8.3363
Reduce prices and improve sales system	8.5	9	9	9.3396
Improve quality and sales system	9	8.5	9	8.3107
Raise prices and improve quality	9	8	8.5	8.0538
Raise prices and improve sales system	8.5	8	9	8.6999
Reduce price, reduce quality, and improve sales system	8	8	9	8.9376
Raise prices, improve quality, and perfect sales system	9	8	9	8.4366

characteristics. Third, design experiences that most travelers can experience and accept.

Market share is an important indicator to reflect the market synthesis and concentration degree and also an important indicator to measure the competitiveness of an enterprise or a product. Scientific adjustment of marketing combination strategy is an important way for enterprises to improve their market share. To improve the market share of products, we can reduce the price, improve the quality of products and enterprises, and improve the sales system. Now take Fangtai Company as an example to illustrate its simulation results of using different marketing portfolio strategies to change its market share. The results are shown in Table 3.

The most effective way to improve the tourism market share is to reduce prices on the basis of improving the sales system. However, as the improvement of the sales network requires a large amount of capital investment, the price reduction will also affect the cash income of enterprises and cause the price war among enterprises, bringing potential threats to the development of enterprises. Therefore, what marketing strategy needs to be adopted is flexibly changed according to the actual situation of enterprises.

Specific suggestions are as follows: Change the passenger experience project into a long-term project to avoid the excessive number of tourists during the peak period, which will affect the passenger experience. Second, experience programs should be combined with local cultural characteristics. Third, design experiences that most travelers can experience and accept.

5. Conclusion

Tourism facilities are tangible, while service and experience are intangible, which is also where the real value of tourism experience marketing lies. But in the specific implementation process, there are still many deficiencies, after all, the introduction of experience marketing into tourism is still in its infancy, and marketing theory is not mature. Therefore, it is necessary to constantly combine their own characteristics and local culture design experience activities, constantly study tourists' psychology, cater to tourists' spiritual needs,

and constantly stimulate and guide tourism demand, so as to promote the development of tourism. Constantly explore and improve, and constantly tap the potential and space of tourism experience marketing.

The arrival of experience economy calls for a new marketing theory, and experience marketing arises at the historic moment. Experiential marketing will gradually replace the old marketing model, and the application of experiential marketing will be more and more extensive.

This paper uses the theory of experiential marketing to design the tourism marketing strategy of Qingyan Ancient Town. Experiential marketing meets the requirements of The Times, meets the requirements of tourism development, and more meets the experience needs of tourists.

Through the questionnaire survey, this paper found that Qingyan Ancient Town's tourism experience is not good, and its experience marketing has room for further improvement. This paper optimized design scheme of experiential marketing, combined with the status quo of Qingyan Ancient Town tourism and other tourist attractions tourism marketing activities, and the author's design has a solid theoretical foundation and abundant case, which can be used for reference of Qingyan Ancient Town tourism experience marketing in the actual implementation of the process of optimization design, and has a certain reference. However, because author's understanding of Qingyan Ancient Town tourism is not comprehensive and in-depth, the reference scenic spot and Qingyan Ancient Town tourism scenic spot have their own characteristics and differences. Therefore, this article gives the design scheme in the process of implementation, and there will always be an ascending. The author will continue to study the uniqueness of Qingyan Ancient Town tourism and actively learn from other scholars' theory. In this paper, the depth and breadth of the deepening of the efforts of Qingyan Ancient Town tourism and more experiential marketing constructive suggestions are put forward.

Data Availability

The labeled data set used to support the findings of this study is available from the corresponding author upon request.

Conflicts of Interest

The authors declare that there are no conflicts of interest.

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